

**WHY
I USE THE
PARKER
DESK SET**

BY
GEO. S. PARKER



*To get the most out of life with
the least friction means to live
happier and longer and promotes
a genial disposition.*

WHY I USE THE PARKER DESK SET



GEO. S. PARKER
Pres. Parker Pen Co.

I RECENTLY returned home after an absence of nine months from the United States. A good portion of my fourth trip to the Orient was spent in Ceylon, India, Straits Settlements, China and Japan.

As my various trips abroad have been business trips, they naturally brought me into contact with big business men, as well as others, in the Orient. I discovered that nearly every man who was seated at a desk liked the idea of using a fountain pen and I likewise discovered that he was too lazy or too busy after using the pen, when affixing his signature or making a memorandum, to return the cap over the pen point so as to prevent the air from drying up the pen point.

Another thing I discovered (and I have been guilty of the same thing many times) is that when through with the pen for the moment most men would let the pen lie down on the desk until the pen was again wanted. This might be an hour and it might be two hours. In the meantime, the dry air in the room is constantly carrying off the particles of moisture from around the pen point. When the occasion demanded the use of the pen again, the point was dry, and in order to use it the owner would have to give it a jerk to force the ink around the pen point before he could sign his name. Usually this was accompanied by an expression of various users, "D____, a fountain pen—they're no good. They dry up."

Of course, being a fountain pen manufacturer, I realized this was no fault of the pen but the fault of the owner in not observing the common sense rules which it is necessary to observe if one would get one hundred per cent efficiency from a pen.

How many times in that dry climate which I visited had I heard the statement: "I wish a fountain pen could be made that a business man could use at his desk without having to jerk it every time he wanted to use it after it had been laid down for a little time!" Until

the laws of physics can be suspended, a fountain pen can not be made that will not permit the water in the ink to evaporate when it is exposed to the dry atmosphere. So to accomplish what the men really had in mind, it would be necessary to take another road in order to arrive at the desired point.

When I came home I was imbued with the idea that the company of which I am the head should do something in the way of finding a solution for the needs of the busy business man. Imagine my surprise, upon arriving in the United States, to find that the engineers and inventors in our company had been working on the problem and had actually gotten out a desk set which supplied the very need for which there was a demand and which was found in so many men's minds.

For a period of two or three days after my return, I did not have a desk set upon my desk. One day one of the junior executives came into my office and said: "It seems as though the President of this company ought to be using our latest product." I replied: "I guess that's right. I have never used one but I will give it a trial." So a desk set was brought in holding two pens, one with a coarse point, such as I like for my signature, and another with a Duofold

point for another class of work.

In a few days that desk set and I became most excellent friends. The pens were always in sight, never buried under a mass of papers. I found the points just as moist as though they had been dipped in ink, ready to write the instant they touched the paper, and I must say that ever since I have been using the set it has been a real joy and comfort to me.

I cannot but think that there are thousands of men—perhaps you are one of them—who have felt the need for one of these sets and, because of the fact that you have not become familiar with it, have been denied the use of one of the greatest helps and conveniences that can be found on a business man's desk.

One of the nice things about the particular set I am using is that it has a ball and socket joint, so that it can be turned around, and if I want the signature of a man who might be sitting on the opposite side of my desk, I simply have to turn it around and he can take the pen out and use it. Again, I can lay the pens down out of the way when I am through writing.

Not only this, but it is very ornamental. No man need be ashamed of one of these sets because it looks as

though it cost real money, and it does. It gives a prosperous and cheerful look to the visitor who comes into the office when he sees the very latest and up to date office equipment on the desk of the man upon whom he is calling.

This little story tells why I use a Parker Desk Set. It is not because my company has now become probably the largest manufacturers of these desk sets, but because the desk set supplies a real need which I have felt for years before the set was created.

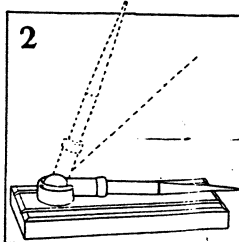
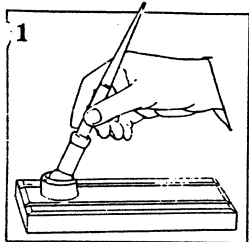
A few days use and experience with one of these desk sets on your part I am quite sure will make you just as pleased and enthusiastic about them as I am.

W. S. Parker

INSTRUCTIONS FOR OPERATING PARKER DESK SETS

Parker Desk Set Pens

To Keep Pen Leak-Proof and Point Moist



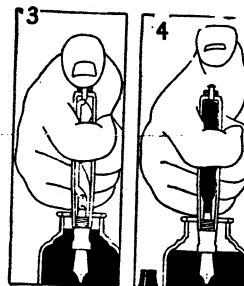
1—Always replace pen firmly in socket. Thus Inner Sleeve will form air-tight seal with nozzle of pen — air cannot enter and dry point, ink cannot leak onto the barrel. When removing pen from socket, turn slightly to release it from inner sleeve.

2—Always fold pen down onto base, out of the way when not in use for writing. When pen lies flat there is no tendency for too much ink to gather on the point.

To Keep Your Pen Clean: Once every two or three weeks let your pen stand in a tumbler of COLD water over night, and flush it out in the morning by pushing and releasing Filler Button several times before you fill with ink. Be sure to use ink that contains no sediment. We recommend Parker ink.

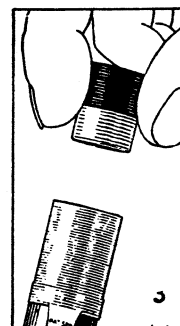
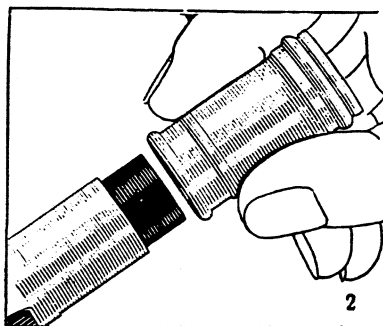
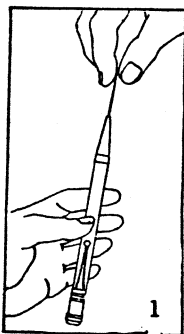
How to Fill Pen

3—Unscrew long tapered Tip exposing Filler Button. Immerse Point in Ink and Press Filler-Button Once — all the way down. LIFT THUMB, leaving point in ink. Now the pen starts to Fill.



4—Keep entire point in Ink 10 seconds to enable deflated ink-sack to fill completely. If withdrawn too soon, Pen will drink in air instead of ink. Fill and empty a NEW Pen several times before using to moisten thoroughly the inside channels—essential to proper operation.

Instructions for Operating Parker Pencils



1—**To Refill Pencils.** Turn Gold Crown to left until it clicks. Then slip lead into writing tip—do not try to take out mechanism as in filling some mechanical pencils. Push lead slowly all the way in so clutch will take hold. Non-Clog Propeller turns lead OUT for writing, IN for carrying.

2—**To Reach Eraser** do not turn top, but merely pull Gold Crown straight off.

3—**To Reach Extra Lead Chamber** pull out eraser with tocking motion.

Repair Information

When sending pens or pencils to us for repairs do not fail to observe the following instructions: [1] Wrap securely and print your name and address plainly on the package. [2] Write a letter stating clearly just what is wrong and what you want done. If you have no account with this Company and no remittance is sent, the pen or pencil will be repaired and returned C. O. D.

This is to eliminate bookkeeping and clerical work, and means quicker delivery to you. Pens or pencils which fail to operate perfectly due to any defects in construction or materials will be repaired or replaced free of charge. When damaged by misuse or long usage, the regular charges will be made.

THE PARKER PEN COMPANY · JANESVILLE, WISCONSIN
NEW YORK · CHICAGO · ATLANTA · DALLAS · SAN FRANCISCO

The Parker Fountain Pen Co., Limited, Toronto, Canada

The Parker Pen Co., Limited, 2 and 3 Norfolk St., Strand, London, England

Pens TILT or LIE FLAT as well as STAND UPRIGHT in

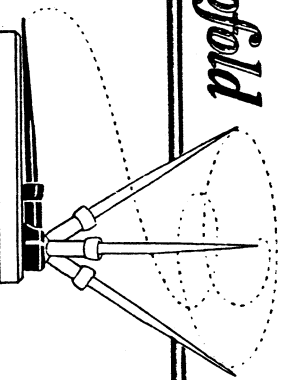
Pens and Pencils with Non-Breakable Barrels of Parker's Permalite.

Parker Duofold

Desk Sets

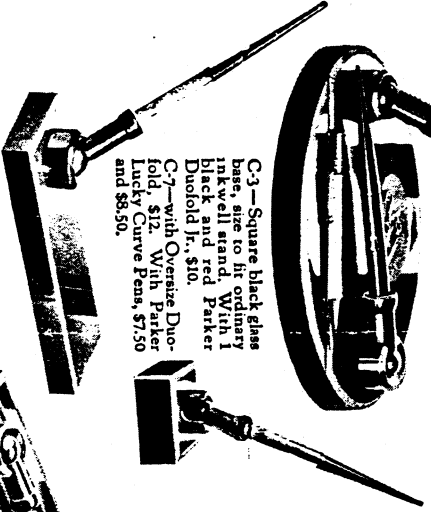
Pens guaranteed 25 years for wear and mechanical perfection.

F-3-13—Double oval base, polished black glass, 2 Parker Duofold Jr. pens, 1 red and black, 1 plain black, complete, \$31.
 F-7-17—Same base with 2 Parker Over-size Duofold pens, \$35.
 Pencils, illustrated not included in prices of sets.



Ball-and-Socket Action
An Original Parker Idea

C-3—Square black glass base, size to fit ordinary inkwell stand. With 1 black and red Parker Duofold Jr., \$10.
 C-7—with Over-size Duofold, \$12. With Parker Lucky Curve Pens, \$7.50 and \$8.50.



Enables you to lay pen on the base within the holder, or tilt it in any direction that is handy. This cannot be done with any other Fountain Pen Desk Set. And thus no accidental blow can harm the Pen or tip the Set over. Because the pens will lie flat, you can slip the Parker Set in a drawer at close of day and lock it up.

G (Lady Desk Set)—Slender base, azure mist, apple mist or crystal mist, designed especially for women, equipped with Pastel Pen—Naples Blue, Mauve, Beige Gray, Coral or Magenta, \$15. With black glass base, \$12.25.

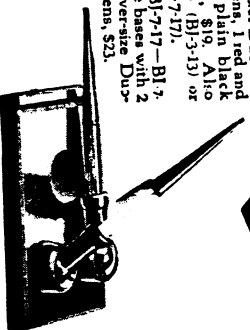
Mottled Green Pens instead of Red and Black may be had if desired, in all sets at \$10 and higher.

A-3—Polished black glass base with red and black Parker Duofold Jr. pen, complete, \$12. Also Jade base (A-1-3) or Ivory (A-1-7). A-1-7—Same bases with Parker Over-size Duofold Pen, \$14.
 Same bases with Parker Lucky Curve Pens, \$9.50 and \$10.50.

B-3-13—Double Set, polished black glass base—2 Parker Duofold Jr. pens, 1 red and black, 1 plain black complete, \$19. Also Ivory Base (B-3-13) or Ivory (B-1-7-17).
 B-7-17—B-1-7-17—B-1-7-17—Same bases with 2 Parker Over-size Duofold Pens, \$23.



E-3-13—Double base polished black glass, 2 Parker Duofold Jr. pens, 1 red and black, 1 plain black, complete, \$27.50.
 E-7-17—Same base with 2 Parker Over-size Duofold Pens, \$31.50.



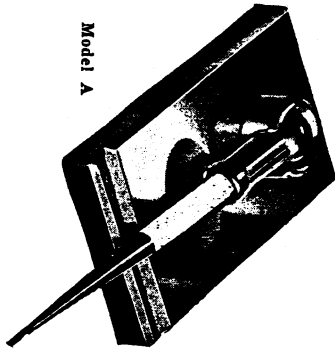
Instructions

ON REVERSE SIDE OF SHEET

A Parker Desk Set allows one to forever part company with old-style pens and spidery inkwells—a gift your friends will appreciate.

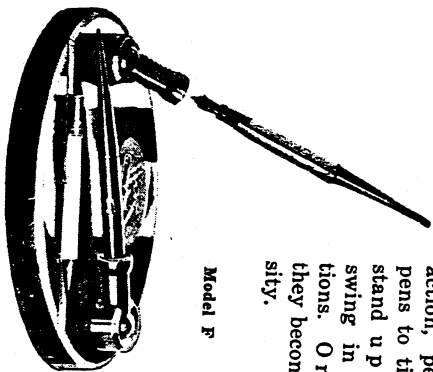
Attractive Gift in Sets with All Parker Sets

The Ink is in the Pen



Model A

No inkwell is needed on the modern desk. Parker's new desk sets with the ball-and-socket action, permit the pens to tilt, lie flat, stand upright or swing in all directions. Once used they become a necessity.



Model F